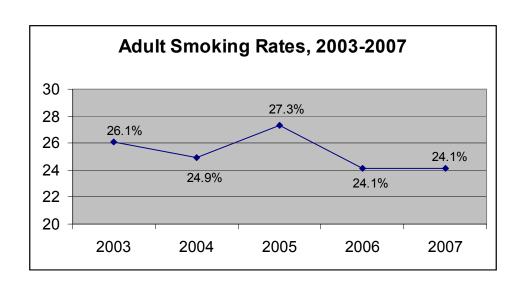
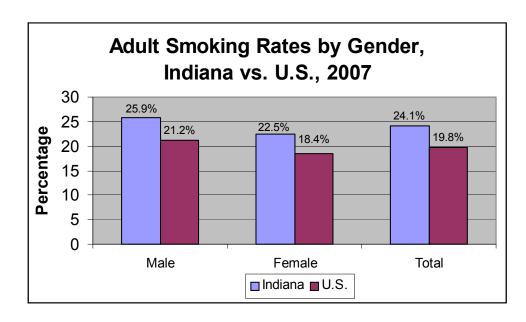
INDIANA TOBACCO PREVENTION

Tobacco use is the single most preventable cause of death and disease in the United States. Annually cigarette smoking causes more deaths than alcohol, AIDS, car accidents, illegal drugs, murders and suicides, combined. The impact of tobacco on Indiana is staggering, costing Hoosiers 9,800 lives each year.

Data from the 2007 Indiana Behavior Risk Factor Surveillance System shows that Indiana's adult smoking rate remained constant at 24.1 percent from 2006 to 2007. Cigarette use among Hoosiers is still a critical problem. Indiana now has the sixth highest adult smoking rate in the country.

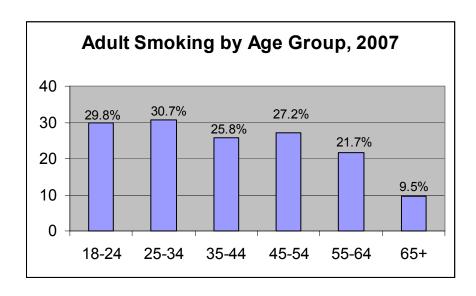




### **Indiana Adult Smoking Rates**

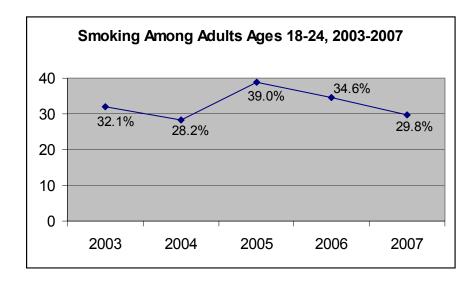
- Indiana's adult cigarette smoking rate of 24.1% indicates a statistically significant decrease from 2005.
- An estimated 1.1 million adults in Indiana smoke cigarettes.
- Indiana ranks 6<sup>th</sup> among all states in adult smoking prevalence and is consistently in the list of states with the highest smoking rates, and is higher than the U.S. rate of 20%.
- Indiana smoking rates for men remain higher than those for Indiana women. Hoosier smoking rates by gender are higher.





### **Adult Smoking Rates by Age**

- In 2007, the 55-64 year old age group is statistically lower than the 25-34 year old group.
- In 2007, the 65 and older age group is statistically lower than all other age groups.
- Smoking rates decline as age increases.

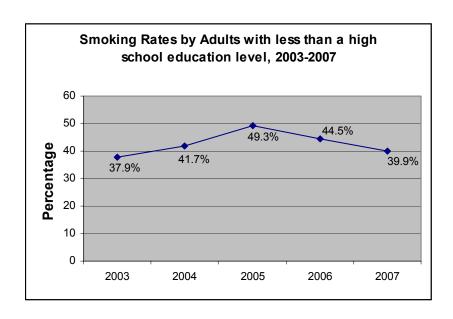


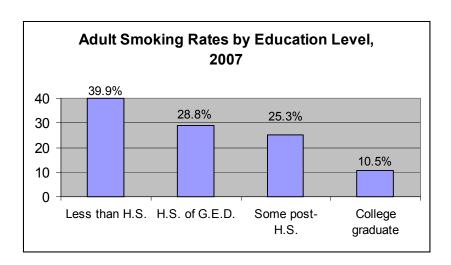
 Smoking among 18-24 year olds has declined slightly since 2005, however the rates are very concerning. This age group is heavily targeted by the tobacco marketing.



### **Adult Smoking Rates by Education Level**

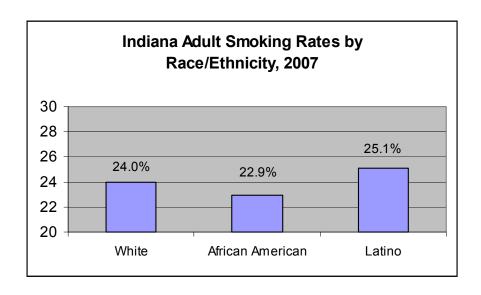
- Nearly half of Hoosier adults with less than a high school education are current smokers.
- Rates among adults with less than a high school education have remained high from 2003 to 2007, but have decreased significantly from 49.3 percent in 2005 to 39.9 percent in 2007.
- Smoking rates decline as education levels increase.

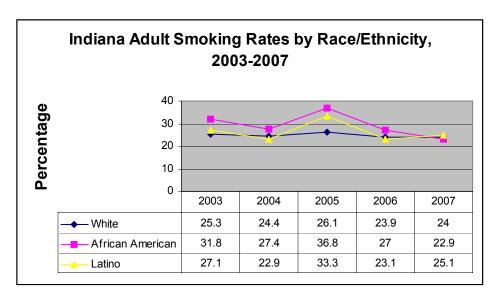




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### Indiana Adult Smoking Rates by Race/Ethnicity

- In 2007, smoking by race/ethnic group is not different from one another.
- Rates have declined since 2005, with a statistically significant decrease among African Americans.

Smoking rates of Indiana adults illustrate why tobacco use greatly impacts our State. Tobacco use is the leading preventable cause of death in Indiana, claiming more than 9,800 lives each year and costing the state over \$2 billion annually in health care bills, including \$487 million in Medicaid payments. Indiana's tobacco control program continues to raise Hoosiers' awareness of tobacco prevention and control issues.

Source: 2003-2007 Behavioral Risk Factor Surveillance Survey